

# To Have and to Hold

The supremacy in a territory a newspaper must render service---service of the proper kind---service that is useful and constructive in the industrial, moral, educational and civic life of its community.

The Times-Dispatch for the eight months of 1906 has printed 166,996 inches of advertising, which amount is far above that of any other newspaper in Richmond---and thereby has proved its supremacy as an advertising medium.

It spends many thousands of dollars more every year for news, special correspondence, special features, illustrations, and art, than any other paper in Virginia, thereby enabling it to have the supremacy in the essentials of a good newspaper.

Its Industrial Section has been pronounced by a leading merchant of this city, who is in close touch with every effort to advertise and develop Richmond, as the most powerful factor yet devised for that purpose, and he is correct in this view.

Through its Educational Department The Times-Dispatch has given national importance to Virginia's institutions of learning. The publicity so created by this paper has brought the resources and equipment of Virginia's schools and colleges to the attention of the whole country and has gained favorable editorial comment from leading papers in New York, New England, the middle West, the far West and the entire South.

The Times-Dispatch Teachers' Information Bureau has over 300 teachers enrolled. Its object and purpose is to bring parents, school boards and colleges in touch with available teachers. It renders this service *without cost* to either the teacher or the engaging party---it has served a number. It likewise, furnishes for the asking, information about any school or college in Virginia.

It has given scholarships---art and business---to young men and women. Its free summer outing tours have given 60 young ladies, without a penny of cost to them, a week's outing each, at the best summer resorts of Virginia and North Carolina.

Its advocacy of clean athletics has given a new stimulus to manly sport. Its organization of the Amateur Industrial Baseball League has given fast ball without price to many thousands of Richmond people.

The Times-Dispatch is spending its money to advertise to the world Richmond and Virginia. It is using space in the New York World, Everybody's, McClure's, The American Magazine, North American Review, Judicious Advertising and The Confederate Veteran,---for

Richmond must have 200,000 by the next census.

These are some of the means that have enabled The Times-Dispatch, Sunday, to have the supremacy, and by which it expects to have and to hold, as at present, a circulation greater by many thousands than any other paper, morning, afternoon, or Sunday, in Virginia.